



# Summit Thailand

ABN: 48 130 982 683

*Summit Thailand is an Australian based company specialized in trade & investment consultant & business matching*

## Corporate Profile

**Sunee Sathaporn, Managing Director**

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## **Introduction to Summit Thailand**

Summit Thailand works to promote business between Thailand and Australia. The company does this with business facilitation; and event organization that provides understanding of market access into Thailand for Australian companies and vice versa. The company provides networks and contacts to government and business organizations in both Australia and Thailand.

Today, Summit Thailand provides services to several Australian and Thai government departments and business organizations including the Victorian Department of Industry Innovation and Regional Development, Department of Primary Industries, Invest Victoria, Victoria Thailand Business Network, Industry Capability Network (Victoria) Limited, the Board of Investment of Thailand, the Department of Export Promotion of Thailand, and to sectoral industry interests, including the automotive, ICT, energy and food sectors.

The strength of Summit Thailand is its ability to create linkages between Thai and Australian Governmental departments, business organizations and with individual companies across a range of industries in Thailand and Australia.

## **Products and Services**

Our products and Services includes:

- Organizing investment facilitation programs in Thailand and Australia.
- In-country visit programs for both Thai and Australian business/government for specific purposes.
- Thailand and Australia country/industry briefings and business culture/ethics briefing,
- Cultural advise for foreign executives and Thai staff relations
- recruitment assistance in Thailand,
- Product sourcing from Thailand and Australia;
- Trade mission management and trade fair Management (including pre-visit briefings);
- Organizing business matching prior to a visit to Thailand or to Australia;
- Organizing business conferences and functions for clients;
- Market access provider in Australia and Thailand.
- Market research, preparation of briefing papers and speeches, often industry specific.
- Government liaison – arranging introductions with appropriate Government departments and senior Government Ministers or officers;
- Government lobbying.
- Translation and Interpreting Service

## **About the Managing Director**

Summit Thailand was established in 2005 by Sunee Sathaporn, who attained her Bachelor Degree from Chulalongkorn University in Thailand in Political Science majoring in International Relations, and later a Master Degree in Development Studies from Monash University in Australia. Sunee has worked in associated promotional and marketing fields for the last 15 years, primarily in supporting investment and trade relationships between Australia and Thailand.

Thai born Sunee Sathaporn, is Australian citizen (since 1988), and in addition to being Summit Thailand's Managing Director is also Consultant to the Victorian and Thai Governments' Investment and Trade Authorities and plays a significant role in promoting investment and trade in both Australia and Thailand. She is currently a consultant for Thailand's Board of Investment in Victoria, South Australia and Tasmania, and regularly organizes an in-bound visit for BOI to meet potential investors in Australia.

Having a strong background in relationship building between the two countries, the former Bangkok Post journalist (1984-1986), Radio Australia broadcaster (1988-1997) and a country manager for a Multinational translation corporation in Thailand, she recognized that there was a special business niche for the creation of Summit Thailand to service Australian business community with interest in the Thai market and vice versa.

Before the inception of Summit Thailand, Sunee had a long involvement in bilateral relationship building exercise between Australia and Thailand, she was an executive director for Australia Thailand Business Council (ATBC - Victorian Chapter) from 1999 – 2005, before taking up the role of CEO for the Victoria Thailand Business Network (VTBN) until the present.

**Organising Business Briefing & Networking Functions for Thai Delegations Visiting Victoria**



**Exclusive CEO Luncheon with Dr. Parnree Bahiddha-Nukara, Thailand's Vice Minister of Industry, as guest of DFAT.**

hosted by ATBC Victoria, sponsored by Oxiana Limited. Participants includes Joe Helper MP, Parliament of Victoria, Ian Wilcock, Victorian State Director, DFAT, Ben Foskett, CEO, Invest Victoria, Dr. Simon Wallace, Honorary Consul General, Owen Hegarty, Managing Director, Oxiana Ltd., Owen Wilson, ANZ, Linsey Siede, ANCA, Andrew Willis, Toyota Australia, Graham Lyons, Toll Holdings, Phillip Goode, Dairy Australia. (June 30, 2005 40 participants)



**Ministerial Cocktail Reception for BOI, FTI and DEP**

Hosted by Minister John Brumby, Victorian Treasurer Organised by Invest Victoria VIP guests includes H.E. Ambassador Suchitra Hiranprueck, FTI Chairman Praphad Phodhivorakhun, BOI Secretary General Satit Sirirangkamanont, DEP Executive Director Somjin Plengkhum, Director Suphat Saquandeeikul, Thai Trade Center, Sydney and Dr. Simon Wallace, Honorary Consul General for Thailand. (4 April 2005 – 100 participants)



**BOI's "Doing Business in Thailand" seminar & cocktail reception**

- led by Khun Ajarin Pattanapanchai, Executive Investment Advisor, BOI, co-hosted by ATBC Vic & VECCL, sponsored by Oxiana Limited (27 Oct 2005 – 60 participants)



**Private CEO Luncheon with BOI Secretary General Satit Sirirangkamanont.**

Co-hosted by Asia Society and ATBC Victoria, sponsored by Minter Ellison. Participants includes H.E. Ambassador Suchitra Hiranprueck, The Hon. John So, Lord Mayor for the City of Melbourne, Peter O'Brien, Vice Preside, ACCI, Peter Barlett, Chairman, Minter Ellison. (4 April 2005 – 30 participants)



**Ministry of Commerce's TAFTA Fact Finding Mission**

led by Mrs. Kessiri Siripakorn, Deputy Director-General of Department of Business Development and Mrs. Somjin Plengkhum, Executive Director, DEP. Hosted by ATBC Vic, sponsored by Minter Ellison. (25 July 2005 – 30 participants)



**Moving Toward Closer Collaboration between Thailand & Victoria**

Seminar hosted by ATBC Victoria, sponsored by Baker& McKenzie Participants includes H.E. Ambassador Suchitra Hiranprueck, FTI Chairman Praphad Phodhivorakhun, BOI Secretary General Satit Sirirangkamanont, BOI DSG Sujit Inthaiwong, DEP Executive Director Somjin Plengkhum, Director Suphat Saquandeeikul, Thai Trade Center, Sydney, Ben Foskett, CEO Invest Victoria, (4 April 05 – 70 participants)

**Organising specific purpose visits/functions for Thai Delegations in Melbourne**



**FTI & Ai Group & VECCI signing ceremony at a gala dinner in Melbourne Aquarium (5 April 05 – 70 participants)**

Mr. Praphad Phodhivorakhun, FTI Chairman signed an MOU with John Ingram, National President, Australian Industry Group, and an LOI with Richard Holyman, Chairman, VECCI. H.E. Suchitra Hiranpruech, Ambassador of Thailand, Mr. Joe Helper MP, Mr. Hong Lim MP, Ben Foskett, CEO Invest Victoria, Dr. Simon A Wallace, Honorary Consul General for Thailand, Ms. Sudjit Inthaiwong, BOI Deputy Secretary General, Mr. Suphat Saquandeekul, Director, Thai Trade Centre, Sydney, DEP, and Mr. Graham Sherry, President ATBC Victoria, witnessed the signing ceremony



**BOI Visit to ANZ, 27 Oct 05**

Khun Ajarin Pattanapanchai, BOI team leader presenting gift to ANZ's John Campbell after an enjoyable and productive discussion with ANZ executives at a luncheon hosted by ANZ. Participants include Andrew Holdstock, and Andrew Lamb, ANZ, Vannipa Pipupchaiyasil, BOI, Patipol Kornkamonpruk, BOI, Monrawee Sidthipong, BOI, Nantawoot Aksornkaew, BOI and Glen Robinson, Asean Focus Group



**BOI & FTI visit to ANCA, 4 April 05**

Mr. Satit Sirirangkamanont, Secretary General of BOI, Deputy Secretary General Sudjit Inthaiwong and Director Vittaya Praisuwan including Mr. Sookjai Leuangmekul from FT visit to ANCA, Australia's largest precision tool machine company. Mr. Phil Bradley, Chairman, Mr. Linsey Siede, General Manager, Mr. George Mikael, Production Manger from ANCA Pty Ltd, and Mr. Russell Kenery, past president of AEEEMA, welcomed the BOI team. Mr. Mark Lobo, Invest Victoria accompanied the visit



**BOI Visit to STE, 28 Oct 05**

Dale Peterson, Director, Specialized Transport Equipment showed the BOI team a custom made special truck with tilt and slide trays.



**BOI & FTI visit Air International, 5 April 05**

FTI & BOI team was greeted by Carl De Koning, General Manager, Strategy and Human Resource; Allan Robins, Business Development Manager, Asia and Neil Langley, Manager – Purchasing.



**BOI visit to ECI, 28 Oct 05**

Dean Marchiandi and Ray Jaworski from Exhaust Control Industries Pty Ltd showed the BOI team around three premises: ECI – catalytic converters, Gastech Engine & Equipment (R&D for alternative fuels technology) and ECE – noise pollution control systems and enclosures.

**Organising specific purpose visits for Thai Delegations in Melbourne**



**FTI Chairman congratulates ICN on a successful ICN Industry Achievement Awards evening. Presided by The Hon. Minister Haermeyer at Hilton on the Park. 16 Nov 05**

Left to right: Peter Yates, Executive Director, ICN Vic, Sunee Sathaporn, The Hon. Andre Haermeyer MP, Minister for Manufacturing & Export, Mr. Praphad Phodhivorakhun, Chairman, Federation of Thai Industries, Mr. To Maneechoti, Vice President, KYTBW, Mr. Bryan Balmer, DPI, Mark Lobo, Invest Victoria.



**Latrobe City hosted lunch for the FTI Chairman 18 Nov 05**

Mr. Paul Buckley, CEO, Latrobe City and the City Council team hosted lunch for Mr. Praphad Phodhivorakhun, Chairman, Federation of Thai Industries and Mr. To Maneechoti, Vice President, KYTBW, including Bryan Balmer, DPI & Bob Stevenson, Regional Manager, ICN Gippsland Region.



**The Thai Kitchen to the World Committee signed a MOU with the William Angliss Institute of TAFE. 15 Nov 05**

Left to right: Pornthep Bongkotpisut, Thai Association of Victoria, Sirichai Sakornratanakul, Export-Import Bank of Thailand, Pimon Srivikorn MP, Secretary to the Minister of Commerce, David Riley, CEO, William Angliss, Wayne Crosbie, Director, Angliss International, Rob Fraser, Tangola, Yuthasak Supasorn, National Food Institute of Thailand, Tan Panturaumporn, Thai Restaurant Association of Victoria, Kwanapa Phivnil, Thai Trade Centre Sydney & Sunee.Sathaporn, Summit Thailand.

**Participate in Thai Government visits to Victoria Visit from BMA, Biotech Thailand & DIP**



**Bangkok Metropolitan Administration visits Melbourne as guest of Department of Primary Industry 22-24 August 05**

David Shearer, DPI, organized a CSIRO visit for MBA team by Mr. Prasam Bamrunghpan & Mr. Sompop Chatraporn Visit to the Australian Animal Health Laboratory (AAHL), CSIRO, East Geelong. Met by Dr. Marion Andrew and Paul Selleck



**Biotech Thailand led by Director Dr. Morakot Tanticharoen visit to Plant Biotechnology Center. 16 Sept 2005**

Organized by the Australian Academy of Technological Sciences and Engineering, Biotech Thailand visited to Primary Industries Research Victoria, Plant Biotechnology Centre, La Trobe University and were briefed by Dr. Robert Sward, Manager, Biotechnology Policy, DPI, Prof. German Spangenberg and Dr. John Forster, Molecular Plant Breeding CRC.



**Thailand's Department of Industrial Promotion visited Melbourne as guest of Department of Primary Industries. 14 Sept 04.**

DIP, Ministry of Industry led by Deputy Director General Prapat Vanapitaksa visit to DPI in Melbourne with Director Saneh Niyomthai & Director Uraivan Chandrayu, organized by Bryan Balmer, Emma Coath and Clare Balmer.

**Organizing Victorian Trade Mission to Thailand  
ThaiFex World of Food Asia 2005: 18-22 May 2005**



**Courtesy Visit to the Thai Chamber of Commerce (TCC)**

*the Victorian food team paid a courtesy visit to TCC led by Bryan Balmer, DPI and Dominic O'Brien, DIIRD, and joined by Gary Woollacott, President, AustCham. Greeted by Thai delegation of 25 led by Khun Pramon Sutivong, Chairman, TCC, Khun Pornsil Patcharintanakul, Deputy Secretary General, TCC, Khun Saowanit Kongsiri, President – ATBC Thailand, Khun Soonthorn Kengvibul, Osotspa Co.Ltd.*



**Visit to the Federation of Thai Industries (FTI).**

*FTI Food Sector Executives led by Khun Sommart Prapertchob, Chairman of Food Processing Industry Club, FTI, Khun Thamma Pinsukhanchana, Vice President of FTI, Chairman of Pharmaceuticals & Food Processing Industry Cluster warmly welcomed the Victorian Government representative, Victorian food companies, ATBC Victoria and AustCham.*



**A big buying team:** Yarra Vally Snack Foods' Managing Director Andrew Blain greeted the buying team from Central Food Retail Co.Ltd. led by Khun Montree Kanokpongsakorn and Khun Srimat Sritimongkol Bryan Balmer and Dominic O'Brien from the Victorian Government, and Suneo Sathaporn, ATBC Victoria facilitate the visit for this major retailer

**Business Matching for Australian & Thai**



**Victorian automotive company finds a perfect match**

*Left to right: Prasert Thammanoonkul, Vice President, Sutee Group, Dale Pederson, Director, STE Specialized Transport Equipment & Suneo Sathaporn*



**ANCA meets Thai Auto Parts Manufacturers Association,**

*27 May 05 Lindsey Siede, Group General Manage, George Mikhael, ANCA & John Fraser, Tinfish met Khun Sookjai Leungmekul, TAPMA*



**Victorian Business met Thai partner, 25 May 05** Frank Jaffer, Managing Director, SENKO Advanced Components (Australia) met executives from ATIS.

## Participating in Victorian Government Visit to Thailand

### State Treasurer Visit to Thailand – 4-7 Feb 2005



**The Hon. John Brumby MP, Victorian State Treasurer was a key note speaker at the AustCham luncheon, 4 Feb 05.**

The Hon. William Paterson, Australia n Ambassador to Thailand hosted the visit , seen here with AustCham executives and Ben Foskett, CEO, Invest Victoria



**Visit to the Federation of Thai Industries, 4 Feb 05**

Minister Brumby, Ambassador Paterson and Mr. Foskett met with Mr. Praphad Phodhivorakhun, Chairman of FTI, Mr. Ninnart Chaitirapinyo, Chairman of Automotive & Auto Parts Industry Cluster, Mr. Saengchai Ekpatanaparnich, and other FTI executives.



**Visit to the Board of Investment, 4 Feb 2005**

Minister Brumby, Ambassador Paterson and Mr. Foskett met with Mr. Satit Sirirangkamanont, Secretary General of the BOI, Ms. Atchaka Brimble, Senior Executives Investment Advisor, and BOI executives.

### Minister for Agriculture visit to Thailand – Dec 2005



**Victoria's Minister for Agriculture and the Australian Ambassador to Thailand were warmly welcomed by Thailand's Minister for Agriculture. 13 Dec 05**

The Hon. William Patterson, Australia n Ambassador to Thailand, and The Hon. Bob Cameron, Minister for Agriculture (Victoria), were welcomed by The Hon. Sudarat Keyuraphan, Minister for Agriculture and Cooperative,



**The Governor of Bangkok welcomes the Victorian Minister for Agriculture. 12 Dec 05**

Left to right: Sukit Kongtoranin, Secretary to the Governor of Bangkok, Apirak Kosayodhin, Governor of Bangkok, The Hon. Bob Cameron, Minister for Agriculture (Victoria), Bryan Balmer, Victorian Government Representative in Thailand



**Minister for Agriculture's breakfast briefing with Thai Chamber of Commerce executives and the Australian-Thai Chamber of Commerce (AustCham). 13 Dec 05**

The Hon. Bob Cameron, Minister for Agriculture (Victoria) met with Khun Pramon Sutivong, Chairman, Thai Chamber of Commerce, Khun Pomsil Patchrintanakul, Deputy Secretary General, Board of Trade of Thailand, and Khun Weeraphol Chokwitayarat, Vice President, Charoen Pokphand Seeds, Co., Ltd.,

## Organizing Visit to Thai Government for Australian Business



**Australian Investors visit Thai Minister of Industry 28 May 05**  
 H.E. Watana Muangsook, Minister of Industry warmly welcomes Peter Albert, Oxiana, Linsey Siede & George Mikhael ANCA, John Fraser TinFish, Frank Jaffer, SENKO Advanced Components (Australia), Gary Wollacott – President AustCham, Martin Kyle – Executive Director AustCham, together with Sumonman Kaleyasiri – Deputy Permanent Secretary, Mr. Anusom Nuangpolmark, Director General – Department of Primary Industries and Mines, Khun Chutaporn Lambasara, Director General, Office of Industrial Economics.



**Australian Investors visit BOI, 28 Jun 05**  
 Khun Sudjit Inthaiwong BOI Deputy Secretary General giving gift to Sunee Sathaporn, witness from left to right: George Mikhael - ANCA, Peter Albert, LXML (Oxiana), Linsey Siede, ANCA, John Fraser - Tinfish, Paul Graham – Johnson Stokes & Master, Warwick Kneale, Baker Tilly Thailand, Martin Kyle, AustCham, Frank Jaffer, SENKO Advanced Components (Australia), Vittaya Praisuwan, BOI, Sisirak Busayarat, BOI.

## Organising Visit for Victorian Government in Thailand



**Victorian Government Representative visit to FTI, 2 Jun 05**  
 Mr. Praphad Phodhivorakhu, FTI Chairman greets Mark Lob, Invest Victoria & Bryan Balmer, DPI, participants include Saengchai Ekpataparnich, FTI, Dr. Ninlawan Petcharaburanin, FTI, Sommart Prapertchob, FTI, To Manechoti, FTI, and Justin. Howden, Marketing and Investment Partners



**Meeting with EGAT, 8 Jun 05** – Executives from the Electricity Generating Authority of Thailand led by Khun Narongsak Vichetpan, Senior Deputy Governor met with Mark Lobo, Invest Victoria, Bryan Balmer, DPI & Justin Howden, MIP.



**BOI hosts dinner for Vic gov rep. 10 Jun 05**  
 Mr. Satit Sirirangkamanont, BOI Secretary General hosted a memorable dinner for the Victorian team. Joined by Sudjit Inthaiwong, Jitra Kulvanich, Vittaya Praisuwan & Sudakorn Sakiyalak, BOI.



**Meeting with Boonrawd Brewery, 7 Jun 05.**  
 Boonrawd's executives led by Khun Santi Bhrom Bhakdi, President, met Mark Lobo, Invest Victoria, Bryan Balmer, DPI & Justin Howden, MIP.